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**To: Linda Dillenbeck, Chairperson
Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: September 18, 2018

Subject: Multi-Year Community Event Funding Update-Gold Palette ArtWalk

At the September 18, 2018 TDC meeting, the producer of the Gold Palette ArtWalk event series will provide a brief event update. Included in the update will be event goals and activities.

The following are highlighted FY 2017/18 contract deliverable results:

- The parties stipulate that the Producer's direct dollar marketing investment for the FY 2017/18 event series will be \$36,437. Producer's direct dollar marketing investment in the Event shall increase by at least \$3,500 annually during the term of this agreement.

FY 2017/18 direct dollar marketing investment was met. FY 2018/19 ArtWalk series will provide a direct dollar marketing investment of \$48,157.

- The Parties agree that attendance will be a minimum of 14,000 people for the FY 2017/18 event series. Attendance at the events shall increase by a minimum of 20 percent annually during the 2018 and 2019 event series, requiring a minimum of 16,800 people attending the 2018 event series and a minimum of 20,160 people attending the 2019 event series.

FY 2017/18 ArtWalk event series attendance of 31,344 exceeded expectation. Attendance goals for FY 2018/19 is 16,800.

- The parties stipulate that for the FY 2017/18 event series the direct dollar sponsorship will be \$3,500 and in-kind support will be \$23,000. Producer's direct dollar sponsorship shall increase annually by at least \$3,500 and in-kind support shall increase annually by \$2,300 during this agreement. Funds provided pursuant to this Agreement or any city in-kind support are not considered sponsorship funds or in-kind support for purpose of this requirement.

FY 2017/18 event direct dollar and in-kind sponsorship were met. FY 2018/19 event series currently has \$2,500 toward direct dollar sponsorship with a required goal of \$7,000 and \$36,450 in-kind support exceeding the requirement of \$25,300.

- The Parties stipulate that gallery participation in the event series shall increase annually by at least five galleries in order to increase event participation.

Ten galleries participated directly in FY 2017/18. Currently a total of 13 art galleries are anticipated to participated in the FY 2018/19 ArtWalk series.





2018-2019
Scottsdale
Gold Palette ArtWalk

2018-2019 Scottsdale Gold Palette ArtWalk

Demonstrate! Artists Celebrating Scottsdale	Thursday, October 11
Contemporary Focus	Thursday, November 15
Scottsdazzle	Thursday, December 13
Demonstrate! ... And Doughnuts	Thursday, January 17
Western Week	Thursday, February 7
Native Spirit	Thursday, February 28
Sip of Scottsdale	Thursday, April 11

Direct Dollar Advertising



2017-2018
Met Goal



2017-2018

Goal: \$ 36,437
Actual: \$ 37,910



2018-2019

Goal: \$ 39,937
Projected Investment: \$ 48,157

Attendance



2017-2018
Exceeded Expectations

2017-2018 Actual: 31,344

-Counting Method Developed

2018-2019 Goal: 16,800

-Counting Method Continued

Direct Dollar Sponsorship



T-Mobile

2017-2018
Met Goal

2017-2018 Actual: \$ 3,500

2018-2019 Goal: \$ 7,000

-to date, \$ 2,500 toward goal

In Kind Sponsorship

WESTERN ART
COLLECTOR



2017-2018
Exceeded Goal



2017-2018 Actual: \$ 22,395

NATIVE
AMERICAN ART

2018-2019 Goal: \$ 25,300

BOURBON & BONES
CHOPHOUSE ★ BAR

LDV
WINERY*

AMERICAN
art
COLLECTOR

\$36,450 in commitments

Participation



2017-2018
Met Goal

2017-2018 Actual: 10

2018-2019 Goal: 15

Gallery Participation



2018-2019
Scottsdale
Gold Palette ArtWalk



Scottsdale Gallery Association

2018-2019 Budget

8/30/2018

	Total	August	September	October	November	December	January	February	March	April	May	June	July
ADVERTISING: Total	\$ 49,558	\$ 619	\$ 619	\$ 10,409	\$ 5,860	\$ 6,061	\$ 5,860	\$ 5,860	\$ 5,860	\$ 5,860	\$ 620	\$ 620	\$ 1,308
Ad Production/Graphic Design				100	100	100	100	100	100	100			
Brochures/Pamphlets/Flyers													
Internet Advertising													
Experience Scottsdale (web)				200	200	200	200	200	200	200			
Arizona Foothills				758	758	758	758	758	758	758			758
Fabulous Arizona					450	450	450	450	450	450			
<u>Magazines</u>													
Experience Scottsdale (print)				4,999									
<u>Newspapers</u>													
AZ Republic (print) Zone 7 & 8				467	467	467	467	467	467	467			
AZ Republic (print) Zone TBD				467	467	467	467	467	467	467			
Scottsdale Independent				670	670	670	670	670	670	670			
<u>Radio</u>													
KJZZ				2030	2030	2030	2030	2030	2030	2030			
<u>Social Media</u>		500	500	500	500	500	500	500	500	500	500	500	500
Social Media Boosts				100	100	100	100	100	100	100			
<u>Website Build and Maintain</u>		69	69	69	69	69	69	69	69	69	70	70	
<u>Website Host and Domain Name</u>		50	50	50	50	251	50	50	50	50	50	50	50
EVENTS: Total	\$ 30,796	\$ 1,333	\$ 1,333	\$ 3,433	\$ 3,433	\$ 3,433	\$ 3,433	\$ 3,533	\$ 3,333	\$ 3,433	\$ 1,333	\$ 1,333	\$ 1,433
Attendance Counter				100	100	100	100	200		100			100
City or State Fees & Permits													
Event Production Coordinator		1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333
Support Staff		incl.	incl.	incl.	incl.	incl.	incl.	incl.	incl.	incl.	incl.	incl.	incl.
Photographer		incl.	incl.	incl.	incl.	incl.	incl.	incl.	incl.	incl.	incl.	incl.	incl.
Production Expense													
Production Expense/Entertainment				2,000	2,000	2,000	2,000	2,000	2,000	2,000			
Production Expense/Equipment Rental				incl.	incl.	incl.	incl.	incl.	incl.	incl.			
Production Expense/Food & Drink				incl.	incl.	incl.	incl.	incl.	incl.	incl.			
Production Expense: Music				incl.	incl.	incl.	incl.	incl.	incl.	incl.			
Production Expense: Valet				incl.	incl.	incl.	incl.	incl.	incl.	incl.			
OTHER EXPENSES: Total	\$ 1,800	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150
Insurance		150	150	150	150	150	150	150	150	150	150	150	150
TOTAL EXPENSES	\$ 82,154	\$ 2,102	\$ 2,102	\$ 13,992	\$ 9,443	\$ 9,644	\$ 9,443	\$ 9,543	\$ 9,343	\$ 9,443	\$ 2,103	\$ 2,103	2,891

Scottsdale Gallery Association

2018-2019 Media Plan

8/30/2018

Media Type	Placement	Number of Issues	Circulation/Reach	Cost per Page	CPM	Planned Size	Plan Cost	In Kind Value	Dollars	Sponsorship or In-Kind
Newspaper										
	Scottsdale Independent	7	75,000	670		1/4 Page	670		4690	
	3 1/4 page ads/week/event Area Republics (Zones TBD)					1/4 Page	3,269		3,269	
	3 1/4 page ads/week/event Area Republics (Zones 8 & 9)					1/4 Page	3,269		3,269	
Radio	KJZZ	16 "spots"/month, 7 months					14,208		14,208	Soundbite Food Truck 4/1:
Social Media	12 Months	Facebook, Instagram, Twitter					500/mo		6,000	
Web Ads										
	ScottsdaleGalleries.com Updates and Maint.								1562	
	6 Months	Fabulous Arizona	2 Boosted Social Media Posts					incl		
		Fabulous Arizona	2 Newsletter Inclusions	7,500				incl		
		Fabulous Arizona	Website Listing	40k/mo					2,700	
		Arizona Foothills	8 emails	90,000					6,060	
	7 Months Sep-Apr	Experience Scottsdale	Art & Culture Landing Pa	1,323 Page Views/mo			200/mo		1,400	
	Usually Sept deadline	Experience Scottsdale	Holiday Campaign (Oct - Dec 2018)				0		0	
	Usually Oct deadline	Experience Scottsdale	Loonie Love Promotion (Jan - Mar 2019)				0		0	
	? Deadline (new)	Experience Scottsdale	Spring Training (Jan - Mar 2019)				0		0	
Magazine										
	1x Annual	Experience Scottsdale	1 - Annual	125,000	4,999	0.040 1 Page	5,999		4,999	
	12 Months	American Art Collector	12x	131,000	3,400	0.026 1/4 Page	Comp	1500	0	18000
	12 Months	Western Art Collector	12x	68,000	3,400	0.050 1/4 Page	Comp	1500	0	18000
	1 Months	Native American Art	6x	New - Unknown	1,100	1/4 Page	Comp	450	0	450

48,157 \$ 36,450

*Targeted digital impressions 10 days before each event.

The Scottsdale Gold Palette ArtWalk Series

2018-2019



Overview

Scottsdale's ArtWalk has been an ongoing downtown event for over 40 years. It draws thousands of people each Thursday night during the winter months and brings life to the downtown area after dark. A visit to downtown Scottsdale to browse paintings, sculpture, jewelry and other art forms is a must for locals and visitors alike. Not only is it the longest continuous ArtWalk in the country but is also considered among the best in the country.

Over the past three years, participation, momentum and energy have increased during the Scottsdale Gold Palette ArtWalks. Thanks to the increased funding provided by the City of Scottsdale, attendance has increased and the Scottsdale Gold Palette ArtWalk, which takes place seven times a year, has further enlivened Scottsdale's downtown, bringing more people to the area for these special Thursday nights.

In August 2017, The City of Scottsdale agreed to provide the Scottsdale Gallery Association with \$75,000 per year for three years to help promote the Scottsdale Gold Palette ArtWalk Series to help ensure attendance and participation will increase year over year. The 2017-2018 year was highly successful, and through the careful use of the funding provided by the City, the Gallery Association was able to bring a higher number of people to the downtown area – many of whom hadn't visited the area in years. During the 2018-2019 Series, the Gallery Association will continue to fulfill the terms of the contract with the City of Scottsdale by holding a full Gold Palette Series. Both paid and in-kind marketing and promotion will increase from the 2017-2018 series, and the SGA anticipates building on the success from the 2017-2018 series in both attendance and participation.

Schedule

Demonstrate! Artists Celebrating Scottsdale

Thursday, October 11 – 6:30 p.m. to 9:00 p.m.

Guests can enjoy multiple live demonstrations featuring artists' individual interpretations of "Scottsdale" and Scottsdale-based entertainment.

Contemporary Focus

Thursday, November 15 – 6:30 p.m. to 9:00 p.m.

As part of the City of Scottsdale's "Contemporary Month," taking place from October 21 through November 21, this Gold Palette ArtWalk highlights contemporary artists born since 1950 and their redefinition of art. Galleries will showcase works of arts that may shatter traditional stereotypes of how Scottsdale art is traditionally defined.

Scottsdazzle

Thursday, December 13 – 6:30 p.m. to 9:00 p.m.

As part of Scottsdazzle, the city's month-long holiday celebration, this Gold Palette ArtWalk features strolling carolers, shopping opportunities with sales for holiday gift giving, a visit from Santa, live ice carvings and more.

The Scottsdale Gold Palette ArtWalk Series 2018-2019



Demonstrate! ... And Doughnuts

Thursday, January 17 – 6:30 p.m. to 9:00 p.m.

Guests can enjoy donuts in many of the participating galleries. Proceeds from this event will benefit the 100 Club, a 501(c)3 organization which “provides assistance to statewide public safety agencies, officers, firefighters, EMT/Paramedics, and their families.” This Gold Palette ArtWalk satisfies a craving for fabulous art and delicious doughnuts. Stroll through the galleries and watch multiple live demonstrations by world class artists while indulging the taste with one of America’s great food icons—the doughnut!

Western Week

Thursday, February 7 – 6:30 p.m. to 9:00 p.m.

As a nod to Scottsdale’s Wild West roots, this special Western Week Gold Palette ArtWalk features line-dancing lessons, country music, a special performance from “The Singing Cowboy,” boot-shining services and a fun Western-themed photo booth with props to capture the nostalgic spirit of the event.

Native Spirit

Thursday, February 28 – 6:30 p.m. to 9:00 p.m.

This Gold Palette ArtWalk pays homage to Native American artists, their history and culture with Native American art and other authentic displays, live entertainment including drummers and dancers and traditional food such as fry bread.

Sip of Scottsdale

Thursday, April 11 – 6:30 p.m. to 9:00 p.m.

In partnership with the Scottsdale Wine Trail and Sonoita AVA, this event features tastings of local Arizona wines in many of the participating galleries. Great art and great wine have always been the perfect mix!

Action

The Gallery Association has taken the following steps to ensure a successful 2018-2019 ArtWalk Series.

The Gallery Association has hired a professional marketing company, SCM Timm Enterprises, DBA Knife and Fork, to provide consulting services for the 2018-2019 Series. Susie Timm, the principle, will provide media and public relations, event coordination, and social media posts for the Gallery Association, and replaces Jeffrey Ferns in that capacity. Ms. Timm’s experience with the media, her professional background, and her relationship with the City of Scottsdale makes her an excellent choice for this position. Ms. Timm was instrumental in developing the media plan (attached) and has already directly influenced ArtWalk attendance.

The Gallery Association has contracted with all media outlets on the media plan and is proceeding with the development of advertising content which includes the City of Scottsdale in name as well as location. Logos and sponsorship identification will be used in all print and web media. Direct dollar investment for the 2018-2019 season will be \$48,157. This exceeds the contractual requirement of \$39,937 for the year.

The Scottsdale Gold Palette ArtWalk Series 2018-2019



Attendance counts for 2018-2019 will be completed using the same methods used for the 2017-2018 Series. This is the first year that there is a baseline with which to compare actual year-over-year attendance. The 2017-2018 series attendance of 31,344 exceeded expectation. By contract with the City, the attendance goal for 2018-2019 series is 16,800. The SGA believes actual attendance will far exceed this goal as well.

The Gallery Association has already secured a direct dollar sponsorship of \$2500 toward the 2018-2019 Series and is actively pursuing other sponsorships in order to meet the contractual obligation of \$7,000. The 2018-2019 annual budget reflects a \$7, 154 increase from last year in anticipation of additional outside funding. The 2017-2018 season requirement of \$3,500 was met, and due to the increase in marketing, advertising, and proven attendance, sponsorships will be easier to obtain due to an actual increase in value for a sponsor.

In-kind support has been increasing year over year due to the increase in the use of both the Scottsdale brand and the ArtWalk brand in advertising and social media. At \$36,450, it is currently well over the contractual requirement of \$25,300. Th SGA will continue to encourage beneficiaries of the ArtWalk Series in the downtown area to include both brands in their media -- specifically with social media -- and to "repost" items that contain reference to those brands.

As the Scottsdale Gold Palette ArtWalk Series grows due to increased marketing and advertising, the number of galleries who wish to participate is growing as well. More galleries are considering staying open during ArtWalks and participating in the Gold Palette Series by serving food or drink or having artist openings that correspond to the theme of that ArtWalk. The SGA will continue to work with each gallery to identify ways in which they may participate and articulate the value of participation in the downtown through the Gold Palette Series.

Conclusion

The funds provided for the 2017-2018 Series were used as intended: to bring a higher number of visitors and locals to the downtown area for the Scottsdale Gold Palette ArtWalk Series. During the 2018-2019 season, the Gallery Association will increase and improve its marketing and advertising efforts to provide an incremental improvement in attendance and visibility. The SGA thanks the City of Scottsdale for providing the Scottsdale Gallery Association for this funding and the continued support of the Arts District in Old Town.